

Opción Consultores



Opción Consultores is a consulting company that supports organizations through research, consulting and in-company training services. We leverage in market research to provide information systems that allow managers and directors to take better business decisions.

We provide services of:

- Market research: research on brand positioning and consumer behavior, product and / or service tests, focus groups, customer satisfaction and NPS measurement, pre and post advertising tests, mystery shopping, point of sale audit.
- Business consulting: strategic brand positioning, customer experience design, process optimization, data entry for decision-taking, design of business and marketing plans.
- In-company training: development of soft skills, development of commercial business skills, design of memorable customer experiences, business coaching.

Experience in assisting foreign investors

Yes.

International Presence

No.

Staff: 1-50

Year of constitution: 2011

Languages: English and Spanish.

CONTACT

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LOCATION

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